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ACME MINIATURE CIRCUS

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Pulex irritans, magnified 157 times actual size

Fleas Perform At Coney Island Museum

Coney Island, NY 7/10/08

This summer, the fleas on the beaches of Coney Island may not be just your run of the mill sand flea. Instead they may be a highly trained performing flea taking in the sites before or after a show.

That's because this year, the flea circus will make its historic and triumphant return to Coney Island, the summer hot-spot that used to boast more flea circuses per square mile than any other amusement area in the country.

The show, the Acme Miniature Flea Circus, is an authentic Victorian flea circus that features trained fleas Midge and Madge who perform spectacular circus stunts as seen before (and on top of) the crowned heads of Europe. Midge and Madge will perform their star turn at Coney Island's historic Museum on Sunday July 27.

Details magazine called the show "One of the top alternative circuses in the country." The **New York Times** said "The appeal is irresistible... Gertsacov is every bit the fantastical impresario, in his purple top hat and cash-register voice, introducing us to the wondrous insects itching (sorry) to perform" And the **Los Angeles Times** says that "Professor Gertsacov holds the audience (and the stars of the show) in the palm of his hand."

According to Professor A.G. Gertsacov, ringmaster and proprietor of the Acme Miniature Circus, flea circuses were popular entertainments during Victorian times, but had nearly disappeared since the advent of television. The last popular American flea circus was Professor Heckler's of Time Square, which left New York in 1957. The rumor is that Heckler thought that the nude shows were giving his fleas a bad name.

There are now only a handful of flea circuses still performing throughout the world. Gertsacov's is arguably the most famous. The Rhode Island native (now based in Yonkers, NY) and his amazing insect stars have performed throughout the country, and in Canada, Chile, and Brazil. He recently spent three months performing in Times Square, less than two blocks from where Professor Heckler once had his fleas. Gertsacov has also been filmed for documentaries on the History Channel, the Travel Channel, and numerous news programs. He's even been a question on **Jeopardy!**

Gertsacov's educated insect stars pull chariots, dance on a tightwire, and perform other circus-like stunts. While he does not reveal his method of training (a proprietary secret, he explains), he assures the curious and the civic minded that he uses only methods of positive reinforcement to teach the insects their routines. "I treat them as if they are my own flesh and blood," Gertsacov says. "And in some ways, they are."

Professor Gertsacov will bring his minuscule marvels to perform at the historic Coney Island museum as part of their "Ask The Experts" Lecture series. He invites all curious parties to come and see the show that was deemed one of the top shows of the world famous Spoleto Festival in 2004. But he asks that you leave your dogs and cats at home. Gertsacov quips, "I don't want anyone to steal the show."

The show will take place at the Coney Island Museum, 1208 Surf Ave in historic Coney Island. Showtime is 4pm. Tickets are \$5 and includes entrance to the museum.

For more information about the show, or to reserve tickets, call the Museum at 718 372 5159.
Or visit <http://www.coneyisland.com/museum.shtml>

For press information, photographs, or interviews, please contact Flea Master Professor A.G. Gertsacov at 401-351-2596 or visit the flea circus website: <http://www.trainedfleas.com>.

PRESS RELEASE AVAILABLE ELECTRONICALLY AT www.trainedfleas.com/coneyisland.html

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The Crowned Heads of Europe.

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CIRCUS**

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"OLD TIME VAUDEVILLE IS NEW AGAIN!"
"#1 SURE BET OF THE FESTIVAL"

Minneapolis Star Tribune
New York Times
Montreal Gazette

CRITIC'S PICK: TIME OUT NY, VILLAGE VOICE, POST & COURIER

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718 372 5159

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ONE SHOW ONLY!

SUNDAY JULY 27

4 PM SHOWING

TICKETS only \$5

Coney Island Museum, 1208 Surf Ave. Brooklyn NY 11224

CALL 718 372 5159 FOR TICKETS & INFO



**POSITIVELY NO DOGS WILL BE
ADMITTED TO THE SHOW!**

Our Flea-ting Moments Of Fame

some critical acclaim for the Acme Miniature Circus

NEW YORK TIMES

The appeal is irresistible... a high-spirited glance back at an entertainment form that had been dead as a doornail since Professor Heckler's show at Hubert's Dime Museum closed in 1957.

LOS ANGELES TIMES

Professor Gertsacov holds the audience (and his performers) in the palm of his hand... Audience reaction builds from bewilderment to fascination and glee.

BOSTON PHOENIX

Biting Entertainment... a cross-generational crowd, ranging from mesmerized kids to kitsch-loving, tattooed twentysomethings to nostalgia-driven seniors.

MONTREAL GAZETTE

#1 SURE BET... This Rhode Island act wins hands down as the curiosity of the festival... Pure feel-good nonsense, amusing for adults, suitable for children.

PHILADELPHIA CITYPAPER

Provides the springboard for thoughts on our oppression of the species (through the use of soap) and the psychology of two microscopic divas. Brilliantly warm-hearted: ... suitable viewing for your "inner child."

NEW YORK PRESS

Professor A.G. Gertsacov and his Acme Miniature Circus will amaze and astound even the most cynical and near-sighted of visitors.... So maybe something good is finally happening in Times Square.

SAN FRANCISCO CHRONICLE

An Ironist of the Insect Realm... a 'psycho-entomologist' with an encyclopedic knowledge of flea lore... the show sparkles with wit.

PROVIDENCE JOURNAL

A charming show that flashes us back to Victorian times.... The Professor's fleas have the power to amuse.

MINNEAPOLIS STAR-TRIBUNE

PICK OF THE LITTER

...This one man introduction to the flea and its performing capabilities is what the Fringe should be all about. It's funny, off-beat and skillfully delivered by Circus Master Professor A. G. Gertsacov of Providence, RI. You have probably heard of a flea circus, but have you ever attended one? Bring the kids and avail yourself of this once-in-a-lifetime opportunity. No bug spray allowed!

**A WACKY
WITTY
CREATURE
FEATURE !**

MINNEAPOLIS STAR-TRIBUNE

**A
GEM OF
A SHOW...
DEFINITELY
DON'T SCRATCH
THIS ONE OFF YOUR LIST!**
SAN FRANCISCO FRINGE GUIDE

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BEST ALTERNATIVE
CIRCUSES IN THE
COUNTRY!**

DETAILS MAGAZINE

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**VISIT www.trainedfleas.com for more information
articles and references available on request.**